

Recruitment Techniques to Avoid & Common Mistakes

Avoid:

- Bait and switch (You will lose trust of volunteer)
- “There’s nothing to it.” (Really means: any dummy can do it!)
- “We’re desperate, anyone will do...” (How special does that feel?)
- Cast your nets and see who swims in... (Whoops! Wrong fish!)
- “You’re a CPA. We could use one of you!” (This is an assumption)
- “We have lots of needs...HELP!” (People respond to specifics)
- “I’m tired of doing it. Anyone else want to do it?” (Wrong recruiter)

Common Mistakes:

Failing to Follow Up

Once you have recruited volunteers, it is essential to follow up! Respond promptly to those expressing interest. Get in touch within 48 hours if possible.

Being Unclear

Set clear expectations. Your volunteer recruitment should include arrival times, responsibilities, etc. Volunteers should know exactly what they are getting into before they arrive to serve.

Failing to Keep a Callback List

Some volunteers may not fit into your organization right away, or may sign up for an opportunity, but later be unable to attend. These potential volunteers have already expressed interest, and should be asked again! Keep contact information for these individuals, and look for ways to involve them.

Your Recruitment Process is Too Complicated

Having a mountain of paperwork to complete can intimidate some potential volunteers. If you require extensive paperwork or time for an orientation, consider hosting a recruitment event! Recruit volunteers, and have them complete the needed paperwork & training all at once.

Ignoring Potential Volunteers Already in Your Network

People are much more likely to volunteer if personally asked. Who do you and your coworkers know that could be potential volunteers? Current volunteers also have extensive networks, and can be asked to use these networks to help with recruitment efforts.